MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	143189/AO/2025
Date registered valid:	12 June 2025
Proposal:	Installation of graphic sign.
Address:	46 Henry Street, Manchester, M4 5DD
Ward(s):	Ancoats & Beswick Ward
Applicant:	Mr Ben James
Agent (if any):	Mr Jonathan Erkulis E3 Architecture
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	**Approve**
Date of recommendation:	**27 July 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 June 2025

Standard consultations:
Printed: 19 June 2025 Expired: 10 July 2025

Neighbour notifications
Printed: 19 June 2025 Expired: 10 July 2025

Site notice
No site notice has been produced

Press advert
No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Ancoats Conservation Area 1989

Tree Preservation Order: Not applicable



46 Henry Street within the street scene

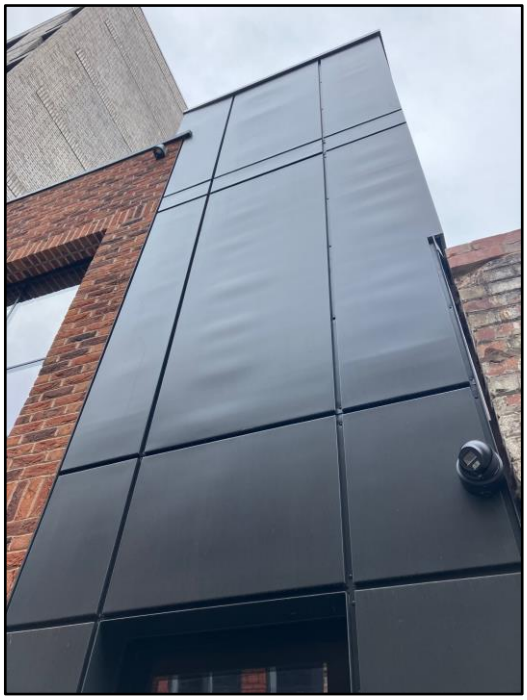
Description of area
The site is located within Ancoats, one of Manchester City Council's strategic regeneration areas. The pace of change in Ancoats means the site is located around historic buildings, and large-scale new developments. There is a significant number of residential buildings, many of which feature active, mixed-used ground floors. A small mechanics shop is adjacent to the site. Ancoats has emerged as a popular neighbourhood with a distinct, modern identity, as such there is significant pedestrian footfall in the area to access the independent business located around the site.

The building itself is a modern redevelopment, that features balanced proportions, and melds, multi-red brick, a historic Mancunian material, with modern cladding elements and a modern form. The building consists of two storeys with glazing and two entry-exist points, both on the Northeast elevation. The site is bounded by George Leigh St, Cotton Street, Blossom Street, and Great Ancoats Street, a major arterial route. As such the site is located at the intersection of the Ancoats and Piccadilly neighbourhoods.

The site is located within the Ancoats Conservation Area.

Description of development

Permission is sought for the installation of no.2 graphic signs. The signs will be sprayed on to the cladding using a stencil.





Planning History

136558/FO/2023 | Use of ground and first floor as a restaurant (Use Class E) together with elevational alterations and other associated external works. (Approved December 2023)

Consultations & Notification Responses
Publicity
Letters have been sent out to local businesses and residents. One representation was received.

- If the signage is illuminated it will glare into the windows of nearby residential building. *There is no proposed illumination.*

Highway Services – No objections. The proposal does not impinge on the adopted highway, is within the red-line curtilage of the site and does not require assessment of footway and headroom clearance.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a)the provisions of the development plan, so far as they are material; and

(b)any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a)factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b)factors relevant to public safety include—

(i)the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii)whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii)whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy 2012 to 2017

- SP1 Spatial Principles

Saved Unitary Development Plan Policies

- DC14 Shopfronts and Related Signs
- DC18 Conservation Areas

- DC26 Development and Noise

National Planning Policy Framework (2019)

Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts

Ancoats and New Islington Neighbourhood Development Framework (2020)

Shopfront and Signage Design Guide (2024)

Issues

Principle of Development

This advertising consent forms part of a development that has provided visual uplift and increased the amenities offering of the Ancoats neighbourhood. This offering supports the Council-wide goal of brining 25,00 new homes to Manchester over 10 years, as Ancoats has been identified as a crucial site for these developments.

Within this context the development proposal meets the strategies for form and function set out in policy SP1 and the *Ancoats and New Islington Neighbourhood Development Framework (2020).*

As required by the Advertisement Regulations, matters of amenity and public safety require Consideration.

Amenity

Policy SP1 requires that new development 'have regard' for the existing character and strategy of an area. Policy DC14 sets out considerations for siting and scale of shopfront advertising. Policy DC26 requires that consideration is given to noise pollution, with an emphasis on its impact on residential areas. Policy DC18 requires that proposals within Conservation Area's are designed with consideration of existing character.

The graphic sign is minimal, functioning only to identify the site. As there is no natural fascia on the building, the sign would be sprayed on to the zinc cladding and lay vertically. The proposal is in keeping with the architectural features and design style of the building, which combine historic influence (i.e. chimneys, red brick) with contemporary styles. The surrounding buildings also feature a similar contemporary design style. Thus, the design responds positively to the local context and would not be obtrusive in the street scene.

The installation of graphic signage requires minimal development; there will be no penetrations into the building façade. As such there are no concerns about unacceptably high levels of noise during the works associated with the development.

The painted facade is a traditional method, and as such meets the standards of the Shopfront and Signage Design Guide.

The proposals design, materials and siting are well-considered, the design is in keeping with the contemporary appearance of the signage within the area, as such the proposal effectively meets the requirements of Policy DC14, SP1 and the Shopfront and Signage Design Guide.

Public Safety
There is no proposed illumination for the development, therefore, there are no public safety concerns.

Other Legislative Requirements
Equality Act 2010
Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations
This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved polices of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Condition(s) to be attached to decision for approval

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

   No advertisement shall be sited or displayed so as to:
   (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
   (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
   (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing (Proposed Elevations): 037/01(04)001 B (Received 28 June 2025)

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

13A Blossom Street, Manchester, M4 5AF
47 Henry Street, Manchester, M4 5DH
49 Henry Street, Manchester, M4 5DH
45 Henry Street, Manchester, M4 5DH
Flat 52, 13 Blossom Street, Manchester, M4 5AF
Flat 51, 13 Blossom Street, Manchester, M4 5AF
Flat 50, 13 Blossom Street, Manchester, M4 5AF
Flat 49, 13 Blossom Street, Manchester, M4 5AF
Flat 48, 13 Blossom Street, Manchester, M4 5AF
Flat 47, 13 Blossom Street, Manchester, M4 5AF
Flat 46, 13 Blossom Street, Manchester, M4 5AF
Flat 45, 13 Blossom Street, Manchester, M4 5AF
Flat 44, 13 Blossom Street, Manchester, M4 5AF
Flat 43, 13 Blossom Street, Manchester, M4 5AF
Flat 42, 13 Blossom Street, Manchester, M4 5AF
Flat 41, 13 Blossom Street, Manchester, M4 5AF
Flat 40, 13 Blossom Street, Manchester, M4 5AF
Flat 39, 13 Blossom Street, Manchester, M4 5AF
Flat 38, 13 Blossom Street, Manchester, M4 5AF
Flat 37, 13 Blossom Street, Manchester, M4 5AF
Flat 36, 13 Blossom Street, Manchester, M4 5AF
Flat 35, 13 Blossom Street, Manchester, M4 5AF
Flat 34, 13 Blossom Street, Manchester, M4 5AF
Flat 33, 13 Blossom Street, Manchester, M4 5AF
Flat 32, 13 Blossom Street, Manchester, M4 5AF
23 Blossom Street, Manchester, M4 5EP
21 Cotton House, 21 Blossom Street, Manchester, M4 5EP
20 Cotton House, 21 Blossom Street, Manchester, M4 5EP
19 Cotton House, 21 Blossom Street, Manchester, M4 5EP
18 Cotton House, 21 Blossom Street, Manchester, M4 5EP
17 Cotton House, 21 Blossom Street, Manchester, M4 5EP
16 Cotton House, 21 Blossom Street, Manchester, M4 5EP
15 Cotton House, 21 Blossom Street, Manchester, M4 5EP
14 Cotton House, 21 Blossom Street, Manchester, M4 5EP
13 Cotton House, 21 Blossom Street, Manchester, M4 5EP
12 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Flat 31, 13 Blossom Street, Manchester, M4 5AF
Flat 30, 13 Blossom Street, Manchester, M4 5AF
Flat 29, 13 Blossom Street, Manchester, M4 5AF
Flat 28, 13 Blossom Street, Manchester, M4 5AF
Flat 27, 13 Blossom Street, Manchester, M4 5AF
Flat 26, 13 Blossom Street, Manchester, M4 5AF
Flat 25, 13 Blossom Street, Manchester, M4 5AF
Flat 24, 13 Blossom Street, Manchester, M4 5AF
Flat 23, 13 Blossom Street, Manchester, M4 5AF
Flat 22, 13 Blossom Street, Manchester, M4 5AF
Flat 21, 13 Blossom Street, Manchester, M4 5AF
Flat 20, 13 Blossom Street, Manchester, M4 5AF
Flat 19, 13 Blossom Street, Manchester, M4 5AF
Flat 18, 13 Blossom Street, Manchester, M4 5AF

Flat 17, 13 Blossom Street, Manchester, M4 5AF
Flat 16, 13 Blossom Street, Manchester, M4 5AF
Flat 15, 13 Blossom Street, Manchester, M4 5AF
Flat 14, 13 Blossom Street, Manchester, M4 5AF
Flat 13, 13 Blossom Street, Manchester, M4 5AF
Flat 12, 13 Blossom Street, Manchester, M4 5AF
Flat 11, 13 Blossom Street, Manchester, M4 5AF
Flat 10, 13 Blossom Street, Manchester, M4 5AF
Flat 9, 13 Blossom Street, Manchester, M4 5AF
Flat 8, 13 Blossom Street, Manchester, M4 5AF
Flat 7, 13 Blossom Street, Manchester, M4 5AF
Flat 6, 13 Blossom Street, Manchester, M4 5AF
Flat 5, 13 Blossom Street, Manchester, M4 5AF
Flat 4, 13 Blossom Street, Manchester, M4 5AF
Flat 3, 13 Blossom Street, Manchester, M4 5AF
Flat 2, 13 Blossom Street, Manchester, M4 5AF
52 Henry Street, Manchester, M4 5DD
50 Henry Street, Manchester, M4 5DD
48 Henry Street, Manchester, M4 5DD
Flat 1, 13 Blossom Street, Manchester, M4 5AF
22 Cotton House, 21 Blossom Street, Manchester, M4 5EP
1 Cotton House, 21 Blossom Street, Manchester, M4 5EP
19 Blossom Street, Manchester, M4 5EP
17 Blossom Street, Manchester, M4 5EP
11 Cotton House, 21 Blossom Street, Manchester, M4 5EP
10 Cotton House, 21 Blossom Street, Manchester, M4 5EP
9 Cotton House, 21 Blossom Street, Manchester, M4 5EP
8 Cotton House, 21 Blossom Street, Manchester, M4 5EP
7 Cotton House, 21 Blossom Street, Manchester, M4 5EP
6 Cotton House, 21 Blossom Street, Manchester, M4 5EP
5 Cotton House, 21 Blossom Street, Manchester, M4 5EP
4 Cotton House, 21 Blossom Street, Manchester, M4 5EP
3 Cotton House, 21 Blossom Street, Manchester, M4 5EP
2 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Blossom Motor Company, 27 Gun Street, Manchester, M4 5DN

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Ancoats Conservation Area 1989
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL